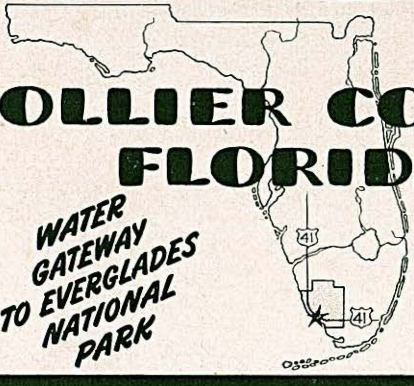
EVERGLADES



COLLIER COUNTY
FLORIDA

WATER GATEWAY TO EVERGLADES NATIONAL PARK

LOCATED IN THE TEN THOUSAND ISLANDS

Everglades National Park Gateway

The Town of Everglades, northern water gateway to the Everglades National Park and the Ten Thousand Islands, is situated 80 miles due west of Miami, on the west coast of Florida. It is connected with the Gulf of Mexico by recently improved channel for vessels of seven-foot draught.

Climate

EVERGLADES is famous for its delightfully healthful weather the year 'round. Frequently when rainfall is heavy on Florida's east coast, Everglades is bathed in sunshine. It is free of the humid Gulf Stream breezes, has no frost in winter, and enjoys an average annual temperature of 74.6 degrees, varying between a maximum of 82.7 and minimum of 67.5.

The Road to Sunshine Living

By Automobile—Drive west 80 miles from Miami or south 70 miles from Fort Myers along the fascinating Tamiami Trail, U. S. Highway 41, and turn south when you reach Florida Route 29.

By Air—Phone Rod and Gun Club (Everglades 2601) for Plantation Airlines charter service, or use services available at Miami or Fort Myers.

By Yacht—Turn into new channel at Indian Key Light. This channel has just been improved by the U. S. Government, and is safe at low tide for vessels of seven-foot draught.

By Train—Connections may be made with four daily Tamiami Trail Tours Buses from Miami, Fort Myers, or Tampa.

History

BEING the "Last Frontier" in the United States, Everglades still has many residents whose tales of years gone by give the visitor a vivid picture of the growth of this modern "frontier" town.

The first settler was one John Weeks, a Union Sympathizer during the Civil War. He was very unpopular with the rebels, and after the cessation of hostilities, sought refuge in what was then lonely mangrove swamp—now a tropical paradise. He was followed, about 1880, by the Pioneer William S. Allen, of Boston, who built his house on stilts on the river-bank, grew tomatoes and shipped them to Key West by sailboat. The river was first named Potato Creek (potatoes planted by soldiers during the Seminole Wars grew on its banks), then Allen's River and finally Barron's River, after the late Barron G. Collier, streetcar advertising magnate and founder and builder of Everglades.

In 1920, Barron Collier began building a complete town. He dredged in land, laid out a sewer system, built a power plant, provided a water system from five flowing artesian wells(they supply the finest water in Florida), bulkheaded the river's banks and constructed public docks, built marine ways, and laid out streets. Finally, the whole town was landscaped completely with coconut palms Royal and Washingtonian Palms, century plants poinciana, and other tropical growth. The building which was formerly the residence of George W. Storter, who participated in the tomato business with Allen was remodeled into what is now the famous Rod and Gun Club, patronized by presidents, governors, senators, and many well-known public figures.

Everglades continues to carry on with modern improvements, building programs, and general civic organizations, appropriate to its future as the gateway to the natural mysteries preserved in the Everglades National Park.

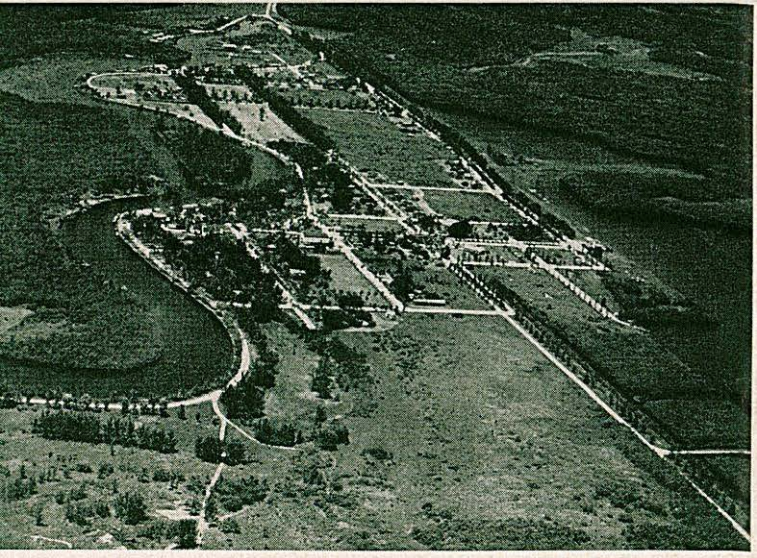


Photo by N. L. Brooks

Collier County

THIS IS Florida's largest county, and was formed from Lee County in 1923. It was named after Barron Collier, the driving force in its formation and the farsighted builder of the Tamiami Trail. Prehistoric inhabitants left mysterious shell and earth mounds, and relics of these people are known nationally to archaeologists. History begins with the fierce Caloosa, who mortally wounded Ponce de Leon. Later, in the 18th century, Spanish and English settlers drove the Seminole Indians into the Big Cypress Swamp, and there followed the Seminole Wars. Technically, the United States is still at war with the Seminole Nation, many of whom, in spite of the leadership of Billy Bowlegs and the great Chief Osceola, were transported to western reservations. There remain only a scattered 300 Seminoles throughout the County, whose settlements may be seen along the Tamiami Trail.

Today, Collier County's population is over 7,000 and growing rapidly.

The County Administration is run on very business-like basis, and the various county officials show fine co-operation in using revenue for the greatest benefit to the County as a whole. Though taxes are low, Collier County enjoys fine schools and an economical and efficient Road Department. The Board of Public Instruction and Board of County Commissioners are the two distinct governing bodies.

Sunshine Living In

Everglades—County seat and gateway to the Everglades National Park—ideal community for those who would live a life of ease, enjoy genial neighbors, while away the time of day fishing, and explore the mysteries of the Park—population 630—modern high school, community center, Red Cross, bank, supermarkets, drugstore, hardware stores, hospital, theater, garage, power company, airport, trailer court, motel, hotel, all the facilities of a small city.

Naples-On-The-Gulf—Situated 45 miles northwest on the Gulf of Mexico. Growing rapidly, and includes a colony of wealthy property owners, who are active in improving the city. Those who have "discovered" the year-round sunshine living are enjoying its fine beaches, hotels, motels, golf course, 1,000-foot free fishing pier, and other attractions.

Immokalee—Center of Collier County's rapidly progressing farming and ranching area and called a "boom town." State Farmers Market, large Newmarket Subdivision, and 13 packing houses (built in the last three years). Thirty-five miles north of Everglades, fine opportunity for starting business and sunshine living on a new highway.

Goodland—A quiet fishing community on Marco Island, between Naples and Everglades. This whole town was recently moved to its present location from its former site, Collier City. It has water-front lots for sale for those who would enjoy fishing in the sheltered waters of the Ten Thousand Islands.

Marco—At the northern end of Marco Island. Well known to sportsmen for its fine fishing in sheltered waters. The island has a beautiful beach on the Gulf of Mexico, ideal for fishing, swimming and shell collecting. Tides and currents carry many varied species and rare specimens of beautifully colored and designed shells onto this beach, making it an ideal hunting ground for amateur and professional collectors. Great mounds of shells, some of which are 50 feet in height, were left by prehistoric people, and enhance the island's mysteries.

Photo by F.S.N.B.

Fish in Sheltered Waters

THE MYSTERIOUS Ten Thousand Islands are a fisherman's paradise of sheltered waters, into which he may venture forth alone without fear, or with an experienced fishing guide. There is a veritable labyrinth of channels through the mangrove islands, where Waltonian imagination runs wild. The "Silver King" (Tarpon) lies beneath overhanging mangrove. Water is calm, and it seems that he sleeps. Then suddenly the stillness is broken as he wakens to the fly or plug dropped before him, takes it, explodes 10 feet into the air with silver scales glistening in spray and sunlight, and crashes back to his depths. Only momentarily the wilderness silence bursts, for a mammoth Tarpon throws the hook with defiant violence nine times in ten, and again remains a challenge for other fishermen. He lurks in these sheltered waters, a mysterious monster, match for any line, rod, and skill.

The Tarpon, however, is but one of many fishes. Some Isaac Waltons prefer the snook, whose 30 pounds does not compare with the better than 200 of the tarpon, but whose reputation for fighting and lack of respect for tackle is equally as great. "Snooky" Senghaas, international master chef and host of the Rod and Gun Club, artfully offers the snook in his famously delicious "Fish a la Rod & Gun Club."

Best mouths for various species are as follows: Snook, redfish, trout, grouper, jackfish, barracuda, and blue runner, all year around; tarpon, April to August; snapper and sheephead, January to April; mackerel and kingfish, November to February. Bonita are scarce.

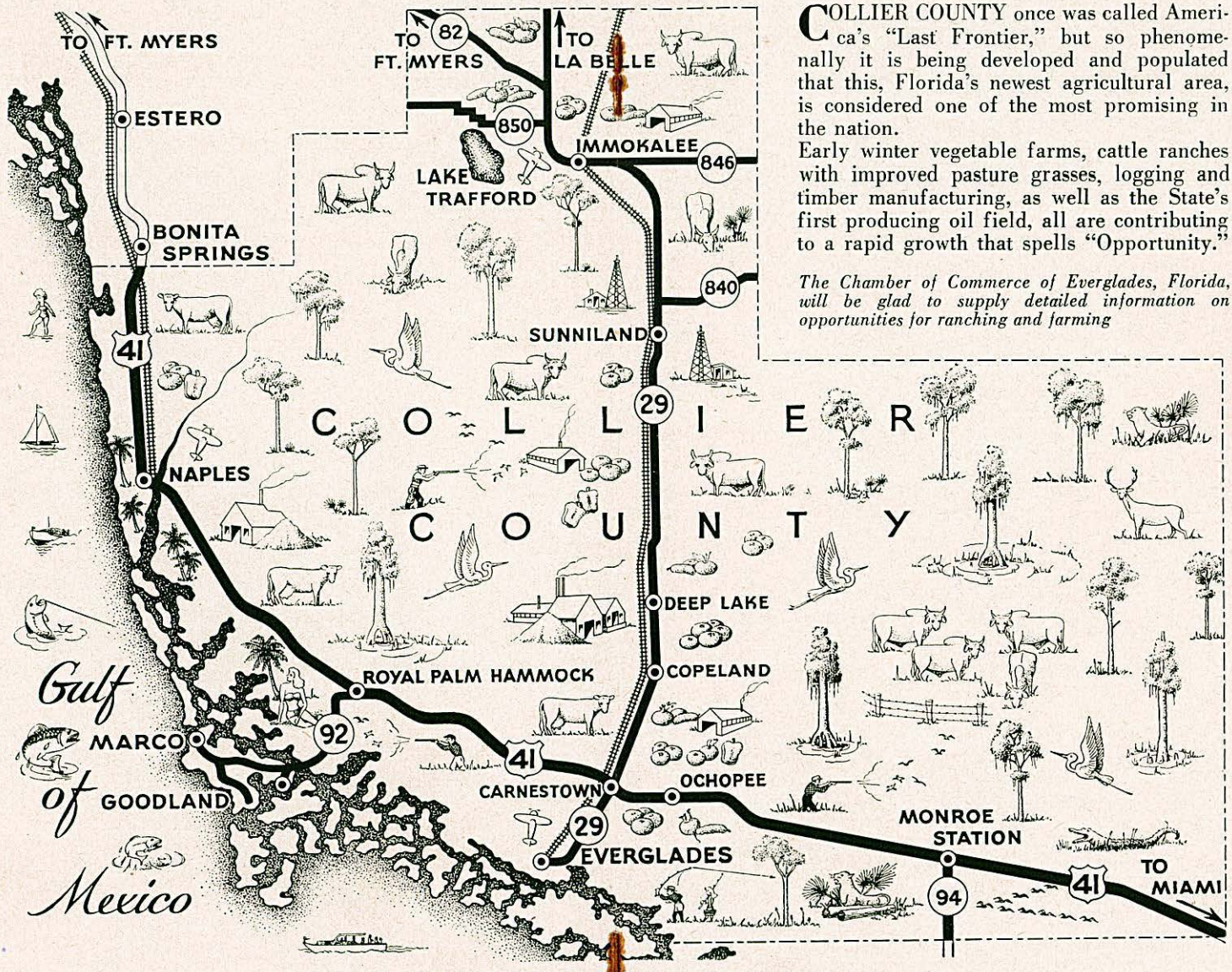
The year-round excellence of the fishing in the sheltered waters of the Ten Thousand Islands is shown by the fine resident fleet of more than 35 guide boats, whose captains are reputed to know even the hiding spots of individual fish. Outboard motor boats are available also, and are very suitable for trolling, bottom fishing, plug casting, fly fishing and spinning in these sheltered waters.

Photo by F.S.N.B.

Sunshine Farming

COLLIER COUNTY has produced one of the most detailed and complete soil maps in Florida. It shows 16 major types of soil, mineral content, mechanical characteristics, moisture content, structure and percentage of sand, marl, and silt, and PH or acid factor. This, together with the help of County and Federal Agents, has aided farmers considerably in planting some 30,000 acres of land, which have produced fine crops of tomatoes, peppers, cucumbers, watermelons, squash, okra, eggplant, and black-eye peas, the season extending from October to May. Using the soil map the County Agent only has to ask the farmer what he intends to produce, and he readily can locate suitable soil. It has been predicted that the Immokalee area will soon be one of the biggest farming sections in Florida.

Where Opportunities await You!



COLLIER COUNTY once was called America's "Last Frontier," but so phenomenally it is being developed and populated that this, Florida's newest agricultural area, is considered one of the most promising in the nation.

Early winter vegetable farms, cattle ranches with improved pasture grasses, logging and timber manufacturing, as well as the State's first producing oil field, all are contributing to a rapid growth that spells "Opportunity."

The Chamber of Commerce of Everglades, Florida, will be glad to supply detailed information on opportunities for ranching and farming

GROWTH OF COLLIER COUNTY — SEE FOR YOURSELF

From Agricultural Census, U. S. Department of Commerce:

	1945	1950	% Increase
Number of farms	55	193	36
Acres farmed	333,628	466,784	40
Average value per farm	$22,471	$36,328	61
Average acreage value	$3.70/acre	$17.47/acre	372
Number of farms under 10 acres	61	3	
Number of farms over 1000 acres	24	45	114
Number of white operators	55	178	224
Number of other operators	0	15	

	1945	1950	% Increase
Farms with telephones	4	8	100
Farms with electricity	8	62	675
Automobiles on farms	64	110	72

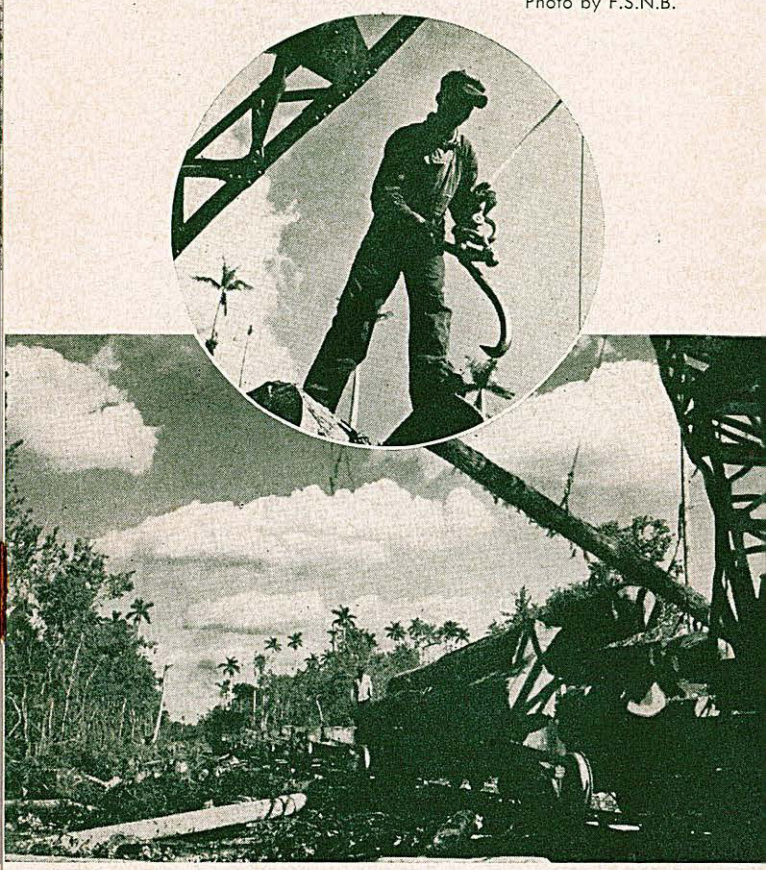
1950—98 vegetable farms, 8 fruit and nut, 58 livestock (other than dairy and poultry, 28 miscellaneous. Of 165 farms reporting, 31 sold products totaling $25,000 or more; 24 totaling from $10,000 to $25,000; 49 from $5,000 to $10,000; 19 from $2,500 to $5,000; the remainder lower and consisting chiefly of part-time farming.

Cypress and Pine

The greater part of the last remaining cypress stands in Florida are located in Collier County. Vast areas are covered also by "stunted cypress" many years old, for which no commercial use has been developed yet. Lumbering of merchantable cypress is progressing constantly, as this wood is the finest for building in Florida's tropical climate.

There are excellent stands of pine in Collier County, and the hardness of the wood makes it superior for flooring and structural timbers. Growth of pine is assured where five control protects the seedlings, which are vulnerable for some five years. Pine is logged also for pulpwood.

Photo by F.S.N.B.



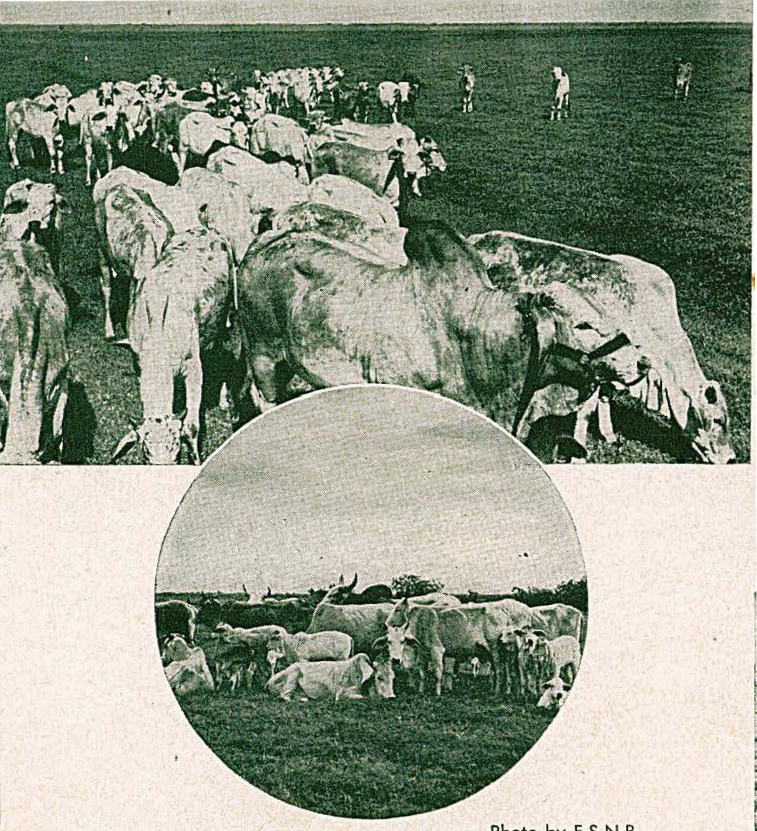


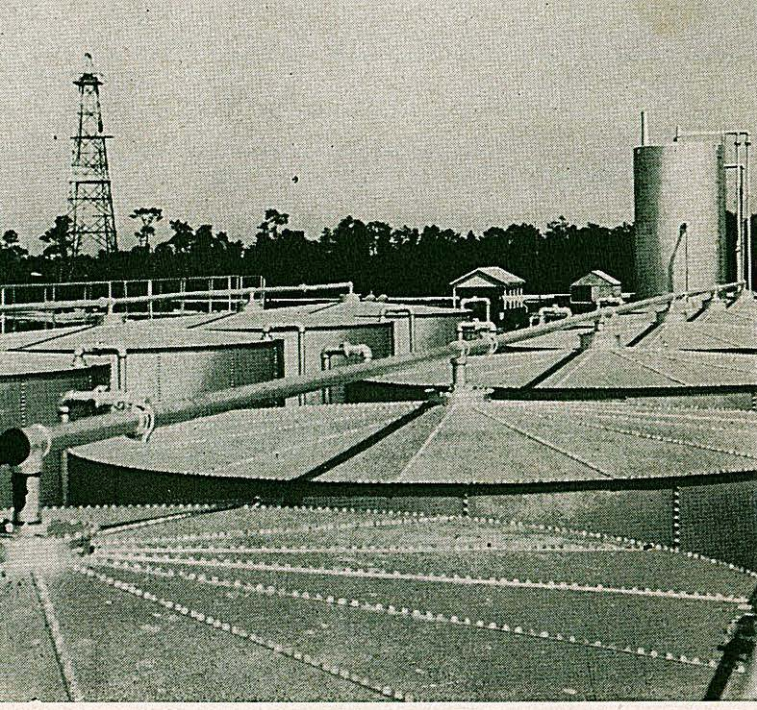
Photo by F.S.N.B.

Sunshine Ranching

THE SANDY SOILS of the northern section of Collier County produce good growth of grasses such as pangola, which, together with other grasses recommended by the State Experimental Station, is the major factor in cattle production. Cross-breeding native breeds with the Brahman, Angus, and Hereford has produced a healthy cattle for the environment, and now there are more than 25,000 head grazing on over 700 square miles of fenced land. These figures are increasing rapidly, and are pushing Florida into the lead as a cattle state. The U. S. Department of Agriculture Livestock census counted, as of January 1, 1950, 1,392,000 cattle of all kinds, making Florida 24th in the nation for cattle in general, and 12th for beef cattle. In 1929 there were 250 pure-bred bulls in the State, and 20 years later 2,825. The increase of cattle in the last five years was 174%. Breeding, through control of the cattle tick, and rapid development of good pasture land, is making Florida forge ahead in the cattle industry and Collier County is doing its share.

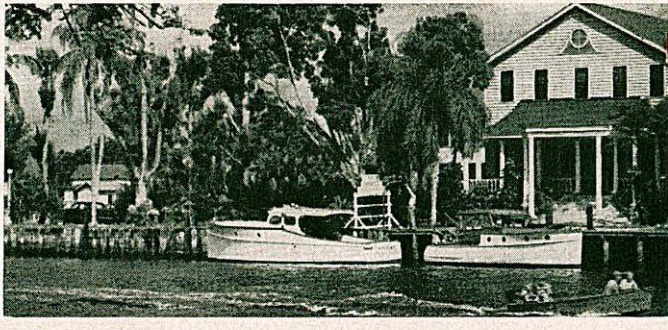
Rod and Gun Club and Cottages

THIS is the modern headquarters for fishermen of the sheltered waters of the Ten Thousand Islands. The excellent accommodations include large dining room, new Cypress Bar, 45 bedrooms, cottages, free booking service for charter fishing boats, airplane charter service, and a famous cuisine. In the heart of Florida's best fishing territory, the Rod and Gun Club enjoys a reputation as haven for Everglades fishermen, where prizes are awarded the victorious, and consolation given the less fortunate. Its atmosphere and fine food lures even those who are not fishing enthusiasts, for the peace and quiet of tropical surroundings allow one to hesitate in the mad rush of civilization, for the "pause that refreshes" natural appreciation. For an evening, day, week, or longer, there is none better than the Rod and Gun Club.



Oil Producing Wells Sunniland

FLORIDA'S only producing wells, of more than 200 drilled, are at Sunniland, 30 miles north of Everglades, in Collier County. Production from more than 10 wells exceeds 55,000 barrels per month. This first discovery of oil in commercial quantity was made in September of 1943, and Humble Oil and Refining Company is continuing drilling operations in this vicinity.



Trailer Park—$1.00 per day including water and electricity; $4.50 per week *plus* electricity; $16.00 per month *plus* electricity.

For Motor Court, Small Boat Dock, and Trailer write Mr. Jesse C. Harris.

Tournaments—From the sheltered waters of the Ten Thousand Islands, in the Everglades National Park, come many winning entries for the Metropolitan Miami Fishing Tournament (from the middle of December to the middle of April). Any time of the year, if qualified, you may win Captain Eddie Rickenbacker's Trophy from the Eastern Air Lines Flying Fishermen's Club.

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INFORMATION SOURCES

Everglades National Park Tours—Miss Elizabeth Cressman, National Audubon Society, 13 McAllister Arcade, Miami, Fla.

Specific Data on Farming, Cattle Raising, etc.—County Agent, Everglades, Fla.

Homesteading—Only for Florida Citizens who are Veterans of World War II. Write to: Mr. F. C. Elliot, Secretary and Engineer, Trustees I. I. Fund, Capitol Building, Tallahassee, Fla.

Accommodations and Rates in Everglades

Rod and Gun Club and Cottages—$14.00-$15.00 (January-March) and $12-$15.00 (other months).

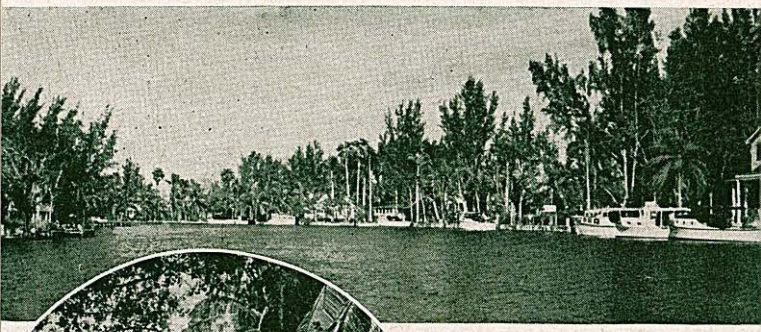
Charter Boats and For Trips For a Day Or Longer Into the Everglades National Park and Shark River

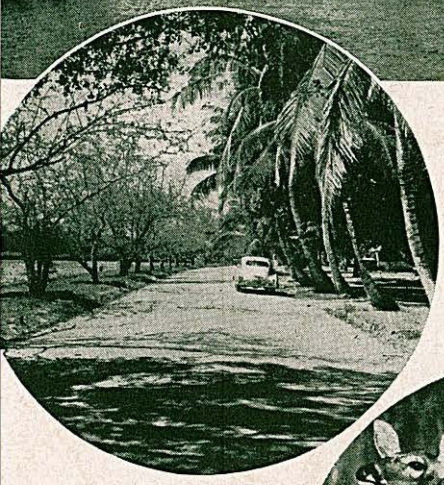
—Rates include guide: Open boat, 1 to 4 persons, $40.00 per day; cabin cruiser, 1 to 4 persons, $40 to $50 per day. On returning to the Club, you may relax in the fine Cypress Bar, swap tall tales about the "one that got away," only later to be awarded the Isaac Walton Prize for "Best Catch of the Day" by internationally famous master chef and host, "Snooky" Senghaas. For reservations, write, wire, or phone (Everglades 2601) Lewis A. Smith, Manager.

Motor Court—$4.00 to $5.00 per day per couple, plus $1.00 per day for third person.

Small Boat Dock—Rowboats and outboard motorboats, $3.00 per day; $6.00 per day and up including motor; guides, $12.00 per day and up.

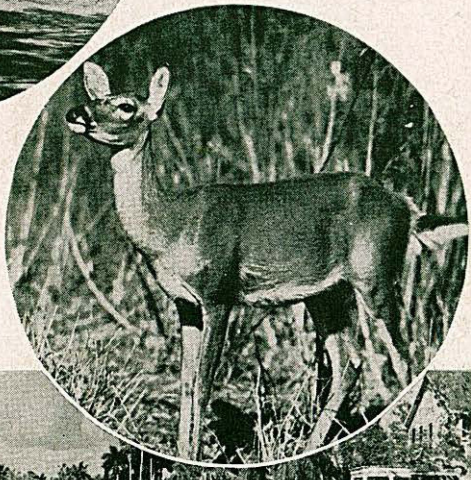
EVERGLADES





Above shows a little of the beauty and safe harbor for Everglades guide-boat fleet.

By highroad or lowroad, approaches to Everglades are equally beautiful and good.



Deer, bear, turkey, wild-life in abundance, are in the nearby wilderness.

The finest, happiest, most successful fishermen in the world return to these docks.

COLLIER COUNTY FLORIDA

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